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INTERNATIONAL
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- IMPORT
- WHOLESALE
- DISTRIBUTION

A STEP-BY-STEP GUIDE

How to Start Selling on Amazon UK with Dina International

Buy wholesale stock from Dina International, use our existing Amazon listings, and start selling on Amazon with FBA or FBM.



We source the products

We create the Amazon listings

You buy the stock and start selling

A SIMPLE, PRACTICAL GUIDE FOR:

✓ New Amazon sellers ✓ Existing retailers ✓ Businesses looking to grow online

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Why Sell on Amazon with Dina International?

We make it easier for our wholesale customers to start selling on Amazon, with ready-to-use listings and products from our extensive catalogue.



Ready-made Amazon listings
Products already listed on Amazon with ASINs.

Wholesale stock you can trust
Source competitively priced stock from one of the UK's leading importers.

Flexible selling options
Sell the original pack or create multipacks (e.g. 5pc, 10pc, 15pc).

Grow your business
Reach millions of Amazon customers with minimal setup.

Ideal for new Amazon sellers and existing retailers looking to expand their sales channels.

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DID Amazon Store – Product Categories

Explore the wide range of product categories available on the DID Amazon Store.



















































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DID Amazon Store – Products

A variety of DID-branded products available on the DID Amazon Store.

DID

Follow

HOME | PARTY & TABLEWARE | HARDWARE | KITCHENWARE | CLEANING & HOUSEHOLD | ELECTRIC | MORE

Search all DID

Filter by: In stock



DID Cocktail Sticks 600pcs, Wooden Bamboo Toothpicks Food Picks for...

4.2 ★★★★☆ (11)

£4.55

FREE delivery **Sat 14 Nov** on your first eligible order to UK or Ireland
Or Prime members get FREE delivery **Tomorrow, 11 Nov**
Only 7 left in stock.

Add to basket



DID Super Glue 3g, Ultra Strong Adhesive, Fast-Setting Cyanoacrylate...

5.0 ★★★★★ (1)

£3.80 (£253.33 / l)

Save 5% on any 4 qualifying items

FREE delivery **Sat 14 Nov** on your first eligible order to UK or Ireland
Or Prime members get FREE delivery **Tomorrow, 11 Nov**

Add to basket



DID Super Glue 3g, Ultra Strong Adhesive, Fast-Setting Cyanoacrylate...

5.0 ★★★★★ (1)

£5.99 (£0.60 / count)

FREE delivery **12 – 13 Nov** on your first eligible order to UK or Ireland

Add to basket



DID Super Glue 3g, Ultra Strong Adhesive, Fast-Setting Cyanoacrylate...

5.0 ★★★★★ (1)

£5.99 (£0.40 / count)

FREE delivery **Fri 13 Nov** on your first eligible order to UK or Ireland
Or fastest delivery **Thu 12 Nov**

Add to basket



DID 7 Day Clear Pill Box, Weekly Medicine Organiser, 28 Compartments - 4 Times ...

3.7 ★★★½☆ (127)

50+ bought in past month

£3.49 (£3.49 / count)

Save 5% on any 4 qualifying items

FREE delivery **Sat 14 Nov** on your first eligible order to UK or Ireland
Or Prime members get FREE delivery **Tomorrow, 11 Nov**

Add to basket



DID 7 Day Coloured Pill Box, Weekly Medicine Organiser, 28 Compartments ...

3.7 ★★★★☆ (127)



DID 7-inch Paper Plates, 18cm White, Compostable Biodegradable Disposabl...

4.7 ★★★★½ (57)



DID 7-inch Paper Plates, 18cm White, Compostable Biodegradable Disposabl...

4.7 ★★★★½ (57)



DID, 9-inch Paper Plates, 23cm White, Compostable Biodegradable Disposabl...

4.7 ★★★★½ (57)



DID, 9-inch Paper Plates, 23cm White, Compostable Biodegradable Disposabl...

4.7 ★★★★½ (57)

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Getting Started – The First Steps

Follow these simple steps to start selling on Amazon using products from Dina International.

1 Create Your Amazon Seller Account



- Visit sell.amazon.co.uk
- Choose a selling plan (Individual or Professional)
- Provide your business and identity details
- Complete Amazon's verification
- Acesss your Amazon Seller Central dashboard



2 Find Our Amazon Listed Items



- Visit the Dina International website
- Go to **Hot & New → Amazon Listed Items**
- Browse products with existing Amazon listings and ASINs



3 Purchase Your Wholesale Stock



- Choose products from our Amazon Listed Items range
- Purchase your stock at competitive wholesale prices
- Use the stock to sell on Amazon with FBA or FBM



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4 Add a Product to Sell on Amazon – Example

Use the ASIN provided on our product page to find the listing on Amazon and add your offer.



5pc 3g Super Glue

Category: Tapes
Product Code: TA2251
Barcode: 5056338322517
Carton Per Layer: 10
Carton Per Pallet: 128
Expected: WK3 Nov
Inner Qty: 12
Approx. Weight: 0.05kg
Carton Qty: 48
Mini Pack: 6
Availability: In Stock
Sell On Amazon: B0GX5B17DJ
Amazon Listing Guide



Ask Question

Tags: ta2251 | 5pc | super | glue | tapes | stationery | super glues

Description | **Specification** | **Amazon Info**

Description	ASIN	Barcode
5pc 3g super glue	B0GX5B17DJ	5056338322517
10pc 3g super glue*	B0GX516R4B	5061108190050
15pc 3g super glue*	B0GX5KQ6R7	5061108190067

* MULTIPACK - Requires REPACKAGING and Barcode Relabeling

DID 5pc 3g Super Glue

Dina Product Code	TA2251
Barcode	5056338322517
Amazon ASIN (5pc)	B0GX5B17DJ

How to Add Your Offer on Amazon

1. Log in to Amazon Seller Central.
2. Go to **Catalogue →** Add Products.
3. Enter the ASIN **(B0GX5B17DJ).**
4. Check the product details and packaging.
5. Select **"Sell this product".**
6. Enter your selling price and stock quantity.
7. Choose **FBA or FBM** and save your offer.



Important: You are adding your offer to an existing Amazon listing, not gaining exclusive ownership. Other eligible sellers may also offer the same product.

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Choose Your Fulfilment Method

Amazon gives you two main ways to fulfil customer orders.



FBA (Fulfilment by Amazon)

You send your stock to an Amazon fulfilment centre. Amazon handles storage, picking, packing, delivery and customer service.

- ✔ Hands-off fulfilment
- ✔ Eligible for Prime
- ✔ Can help increase sales



FBM (Fulfilled by Merchant)

You store your stock and dispatch orders directly to customers when they purchase through Amazon.

- ✔ Full control of your stock
- ✔ Lower fulfilment costs
- ✔ Flexible and simple setup

Both options can work well. The right choice depends on your business, the product and your expected sales volume.

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Profit Opportunity – Example

A simple example showing the potential profit when you sell Dina products on Amazon.



6.9% Estimated profit margin

£2.20 Estimated profit for 10 units

£22.00 Estimated profit for 100 units

Illustrative Amazon FBA Profit Calculation (1 x DID Super Glue 5PK)

Cost / Revenue Component (Per 5PK, GBP)	Amount
Amazon selling price (VAT inclusive)	£3.80
Net sales revenue (excl. 20% VAT) (£3.80 + 1.20)	£3.17
Wholesale purchase cost (excl. VAT) (Your cost from Dina International)	£0.50
Inbound freight to Amazon (assumption)	£0.08
FNSKU label / preparation (assumption)	£0.08
Amazon referral fee (assumption) (13% of £3.80)	£0.49
FBA fulfilment fee (assumption)	£1.50
Fuel & digital fee surcharges (assumption)	£0.07
FBA storage (assumption)	£0.03
Returns allowance (assumption)	£0.07
Advertising (PPC) allowance (assumption)	£0.08
Allocated account / other overhead (assumption)	£0.05
Total estimated costs (excl. VAT)	£2.95
Estimated contribution profit per pack	**£0.22**
Estimated profit margin (of net revenue)	**6.9%**

Expand Your Sales with Multipacks



- Sell the original pack (e.g. 5pc)
- Create larger multipacks (e.g. 10pc, 15pc)
- Offer better value to customers
- Increase your total sales and profit

Assumptions & Important Notes

- Wholesale cost of £0.50 per 5PK (excl. VAT) is based on Dina's current wholesale price.
- All other fees (freight, FBA, referral, storage, returns, advertising and overheads) are assumptions for illustration only, not verified Amazon fees.
- Actual Amazon FBA fulfilment fees depend on your product's packed dimensions, weight, eligibility and the fee quoted in Seller Central.
- Estimated profit of £0.22 per pack (6.9% margin) is before corporation/income tax.

Tip: Multipacks can help you stand out from other sellers, win more customers and increase your overall profit.

VAT-registered illustrative scenario; Amazon fees, VAT status, returns and advertising vary; no guaranteed profits.

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Why Does "Shipper / Seller: Amazon" Appear?

On some of our Amazon Listed Items, you may see **"Shipper / Seller: Amazon"** or **"Sold by Amazon"** on the Amazon product page (see example below). This often causes confusion, so here's what it means.



The key point:

This means the item is being sold by **Amazon as a seller** under the **Vendor Central** model (which is explained below), not by **Dina International.**

Dina International DOES NOT sell stock to Amazon directly.

Understanding the Different Types of Amazon Sellers

Vendor Central (1P – Supplier to Amazon)

A direct supply relationship with Amazon. A supplier sells stock to Amazon, and Amazon buys it in bulk and then resells it to customers as **"Sold by Amazon"** or **"Shipper / Seller: Amazon".**

Seller Central (3P – Independent Seller)

An independent seller. A retailer or online business lists and sells products on Amazon in their own name. The product page will usually show **"Sold by [Seller Name]"** (not Amazon).

FBA / FBM (Fulfilment Methods)

- **FBA (Fulfilled by Amazon):** The seller's stock is stored in Amazon's warehouses and dispatched by Amazon.
- **FBM (Fulfilled by Merchant):** The seller stores and ships the stock themselves.

In Summary: If you see "Shipper / Seller: Amazon", it means Amazon is the retailer for that item under the Vendor Central model. Dina International does not sell stock to Amazon directly. You can still sell the same product on Amazon as an independent seller, subject to Amazon's rules and seller eligibility requirements.

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Key Benefits of Selling Dina Products

A trusted wholesale range, ready for you to sell on Amazon.

Proven, in-demand products
Everyday essentials with strong customer demand on Amazon.

Trusted Dina quality
Reliable, high-quality products with a strong brand reputation.

UK wholesale supplier
Source direct from a long-established UK importer and distributor (est. 1988).

Competitive wholesale prices
Attractive pricing to help you achieve healthy margins on Amazon.

Flexible selling options
Sell single packs or create multipacks (e.g. 5pc, 10pc, 15pc) to grow your sales.

Ready for Amazon
Products already listed on Amazon with ASINs, so you can get started quickly.



Everything you need to start or grow your Amazon business – from a reliable UK wholesaler.

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Next Steps – Start Selling Today

You now have the key information to start and grow your Amazon business with Dina International.



Your Action Checklist

- [x] Create your Amazon Seller account
- [x] Find our Amazon listed items
- [x] Purchase your wholesale stock
- [x] Add your offer to the Amazon listing
- [x] Choose FBA or FBM fulfilment
- [x] Grow your sales with multipacks and a wider range

Wholesale Prices | **Trusted Quality** | **UK Supplier** | **Grow on Amazon**

Partner with Dina International and build a successful Amazon business.